

Breast Cancer Research and Education Trust Fund Report

October 1, 2010



Prepared By

**Division of Women's Health
Department for Public Health
Cabinet for Health and Family Services**

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Annual Report on the Breast Cancer Research and Education Trust Fund

This report was prepared by
Division of Women's Health
Kentucky Department for Public Health
Cabinet for Health and Family Services
and
The Breast Cancer Research and Education Trust Fund Board

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REPORT OVERVIEW

This report is prepared pursuant to KRS 211.590, which provides that a report be provided to the Governor and the Legislative Research Commission (LRC) detailing the plan developed for the expenditure of funds for the current and next fiscal year, a summary of the use and impact of prior year funds, a summary of the activities of the Board of the Breast Cancer Research and Education Trust Fund (BCTF) during the prior fiscal year, and any recommendations for future initiatives or action regarding breast cancer research, education, awareness, treatment, and screening.

MISSION

The mission of the BCTF Board is to enhance efforts to reduce breast cancer incidence and mortality. The efforts of the Board target the program needs and challenges specific to population groups and geographic regions.

HISTORY

In 2005, legislation was enacted creating the BCTF under KRS Chapter 211.580. The purpose of the fund is to support breast cancer research, education, treatment, screening, and awareness in Kentucky. The Board is attached to the Cabinet for Health and Family Services (CHFS), Department for Public Health (DPH), Division of Women's Health (DWH), and is the state agency responsible for administering the BCTF Grant Program. KRS 211.590 directed the BCTF Board to promulgate administrative regulations to establish a competitive grant program to provide funding to not-for-profit entities, educational institutions, and government agencies in Kentucky offering programs or services in the areas of breast cancer research, education, awareness, treatment, and screening.

NEED ASSESSMENT

Kentucky is comprised of 120 individual counties, varying in geographic size, population, income/poverty, and educational attainment. Key areas of Kentucky still remain isolated and distant from major cities, universities, and health care services. The far eastern portion of the state, known as Appalachia, consists of 51 counties and is dispersed over 17,714 square miles.

There are many socioeconomic factors contributing to high breast cancer mortality in Kentucky including high rates of poverty and unemployment, lack of education, cultural attitudes and beliefs, and family orientation. These socioeconomic barriers prevent many women from receiving breast cancer screening and treatment services.

According to the most recent data available (2007), breast cancer is the second leading cause of cancer deaths among women in Kentucky. Based on the 2007 data from the National Cancer Institute (NCI), Kentucky was ranked as having the 12th highest breast cancer death rate (24.4 deaths per 100,000 women) in the nation.

Breast cancer is the most commonly diagnosed cancer among African American women. The overall incidence rate is 10% lower in African American women than in white women.

However, African Americans have the highest death rate and shortest survival of any racial and ethnic group in the U.S. for most cancers. This is attributed to late screening, diagnosis, and treatment.

PROGRAM PLAN SUMMARY

KRS 211.590 authorizes the BCTF Board to promulgate administrative regulations necessary to carry out the provisions of KRS 211.580 to 211.590, including establishing a competitive grant program to provide funding to organizations offering programs or services in the areas of breast cancer research, education, awareness, treatment, and screening. Accordingly, the DPH promulgated administrative regulation 920 KAR 3:010 which set the requirements for the BCTF Grant Program.

PROGRAM PLAN OVERVIEW

The BCTF application is made available online at the CHFS, DWH website, <http://chfs.ky.gov/dph/info/dwh/>. See Appendix B for the detailed application process. Eligible applications are reviewed and scored by an objective grant review committee. Preference for funding is given to entities whose programs will serve medically underserved populations. BCTF program accomplishments are reported to the Governor and the LRC each year.

PROGRAM FINANCIAL SUMMARY

Revenue for the BCTF consists of funds collected from the state income tax check off, the sale and/or renewal of the “Driving for a Cure” specialty license plates, and any other proceeds from grants, contributions, appropriations, or other moneys made available for the purposes of the BCTF. The primary source of revenue for the BCTF is from the sale and renewal of the “Driving for a Cure” specialty license plates. The Transportation Cabinet collects the funds from the sale or renewal of license plates from county clerks and remits the CHFS share of proceeds to the Trust Fund at the beginning of the following fiscal year. For example, monies used to fund FY 2011 grantees were collected by the Transportation Cabinet in FY 2010 and remitted to the BCTF at the beginning of FY 2011. In addition, citizens may make contributions to the Trust Fund when they purchase or renew their license plates; these proceeds are also forwarded to the Trust Fund. Citizens may also designate donations to the Trust Fund on their annual Kentucky state income tax form. Donations made through the Trust Fund check off box are sent to CHFS on a monthly basis.

Breast Cancer Trust Fund Total License Plate Sales and Renewals

Fiscal Year	Total License Plates Sold	License Plates Renewed
FY 2008	5,704	8,458
FY 2009	4,839	13,072
FY 2010	4,441	15,528

**Department for Public Health
Breast Cancer Trust Fund Revenues
by Fiscal Year**

Fiscal Year	Revenues Received from License Plates (New + Renewal)	Income Tax Check-off	Total Revenues
FY 2006	\$0	\$46,275	\$46,275
FY 2007	\$692	\$52,410	\$53,102
FY 2008	\$22,433	\$59,064	\$81,497
FY 2009	\$139,364	\$57,775	\$197,139
FY 2010	\$180,046	\$53,963	\$234,009

FY 2008 Grantees

Six Kentucky agencies promoting breast cancer awareness, screening and access to services were recipients of the Kentucky BCTF Grants for the Fiscal Year 2008. These awards recognized programs that best demonstrated sustainable and effective efforts to reduce the breast cancer mortality rate in Kentucky.

The following agencies received grant awards for FY 2008:

Ashland Hospital Corporation, d.b.a. King's Daughters Medical Center

I. Grant Amount Awarded:

\$19,958.00

II. Amount Expended:

\$3,556.67

III. Areas Served:

Boyd, Carter, Martin, Magoffin, and Wolfe Counties

IV. Goals and Objectives:

- Reduce the burden of breast cancer for five Eastern Kentucky counties by increasing screening mammograms and self-breast exams.
- Reduce breast cancer deaths, in alignment with Get Healthy Kentucky Objective 16.3, by promoting early detection of breast cancer through mobile mammography services in the targeted counties.
- Increase the proportion of women in the targeted counties, ages 40 and older, who have not received a mammogram within the past two years, in alignment with Get Health Kentucky objective 16.5.
- Increase equity for Appalachian women and improve disparities by providing mammography services on location close to home for the women of targeted counties.

- Increase awareness of the risk factors, especially controllable risk factors, associated with breast cancer and provide education and counseling on these risk factors.

V. Progress Report:

- Held mobile mammogram screenings in Magoffin, Martin, Wolfe, Boyd, and Carter Counties. The program was promoted through press releases in Boyd and Carter Counties. The program worked with local health department (LHD) partners and the cooperative extension office. The project evaluation results were:
 - 214 women screened;
 - 33 first-time mammograms;
 - 121 women had not had a mammogram screening in the past three years;
 - 4 patients ages 35-39, 157 patients ages 40-64 and 56 patients ages 65+ screened;
 - 34 patients screened with abnormal results;
 - 34 patients recommended for follow-up; and
 - “Pink Lady’s Day” educational sessions on self-breast exam, risk of breast cancer, and prevention of breast cancer attended by 708 women.

The Foundation for Health, Inc.

I. Grant Amount Awarded:

\$10,000.00

II. Amount Expended:

\$10,000.00

III. Areas Served:

Daviess, Hancock, McLean, Union, Webster, and Henderson Counties; other counties served based upon need.

IV. Goals and Objectives:

- Disseminate information regarding the importance of receiving a mammogram to a minimum of 3,000 low-income, medically-underserved women between the ages of 40-64, and women under the age of 40 who are at a high risk for breast cancer. Encourage and refer all 3,000 low-income, medically-underserved women to receive a free or low-cost mammogram.
- Provide mammograms to at least 290 low-income, medically-underserved women who fall through the cracks of services currently available. These women would not qualify for a free or low-cost mammogram through Kentucky Women’s Cancer Screening Program (KWCSP) or other programs, including at least 25 breast cancer survivors who otherwise would not receive a mammogram.
- Provide mammograms to at least 25 low-income, medically-underserved women through the mobile mammography van.

V. Progress Report:

- Set up information tables for literature to be handed out at free clinics, post offices, health fairs, and grocery stores.
- Provided literature at the county’s “World’s Greatest Baby Shower” event. Many women were signed up on the spot for free mammograms.
- Participated in the Susan G. Komen “Pink Sunday” campaign.
- Provided breast cancer information and literature to 4,900 women in the area through churches.

- Through the BCTF, provided an additional 106 screening mammograms and 20 diagnostic mammograms.

Hall Family Resource Youth Service Center

I. Grant Amount Awarded:

\$9,094.67

II. Amount Expended:

\$9,094.67

III. Area Served:

Harlan County

IV. Goals and Objectives:

- Increase women's knowledge about breast cancer and the importance of self-breast exams and yearly mammograms.

V. Progress Report:

- Conducted a county-wide Breast Cancer Awareness Workshop and five Community Workshops. These workshops were also presented at the Family Resource and Youth Service Center (FRYSC) fall institute in Louisville and the coordinator training at Lake Barkley. The county-wide workshop consisted of a nurse presenting factual information about breast cancer detection, treatment, the technique and importance of breast self-exams, and yearly mammograms. The community workshops were held in points across the county reaching 299 women. The county-wide workshop was presented as a "best practices" model on how to obtain a Breast Cancer Awareness Grant at the FRYSC's Institute and the New Coordinator's Training in Western Kentucky.

Kentucky Cancer Program East

I. Grant Amount Awarded:

\$10,000.00

II. Amount Expended:

\$10,000.00

III. Areas Served:

71 counties in central and eastern Kentucky

IV. Goals and Objectives:

- In collaboration with the Kentucky Cancer Program (KCP) West at the University of Louisville (UL), conduct a minimum of 20 educational events across Kentucky reaching all 15 Area Development Districts (ADDs). Each woman attending the screening will be mailed a reminder card either one month or up to 11 months after the event (depending on their most recent screening date).
- Provide breast cancer information, education, and screening recommendations to a minimum of 800 women ages 40 and over who attend the events. Among the 800 total attendees, identify 300 women who do not seek regular screening (non-compliant).
- Provide telephone follow-up to the 300 women who are non-compliant with screening, in addition to sending these women the screening reminder card. Recruit additional women by asking all 800 attendees to send birthday cards with screening information to three friends, potentially reaching an additional 2,400 women.

V. Progress Report:

- Held a total of 25 events across a geographic area, including nine ADDs in Central and Eastern Kentucky. The purpose was to increase awareness, educate about signs, symptoms, and risk factors, and promote opportunities for early detection. Educational programs featured a birthday party theme, “Celebrate Your Birthday with a Mammogram”, and breast cancer screening message from First Lady Jane Beshear. A total of 612 participants attended the events.

Kentucky Cancer Program West

I. Grant Amount Awarded:

\$10,000.00

II. Amount Expended:

\$10,000.00

III. Areas Served:

Ohio, Daviess, Marion, Washington, Nelson, Taylor, Grayson, Hardin, Caldwell, Muhlenberg and Jefferson Counties

IV. Goals and Objectives:

- Increase awareness and knowledge among women ages 40 and over about the symptoms and risks of breast cancer and promote early detection.
- Place priority on reaching the medically-underserved population and women who are never/rarely screened.

V. Progress Report:

- Held joint meetings between KCP staff at UL and the University of Kentucky (UK) to discuss promotion and recruitment strategies. Working together, a press release was written, educational materials and local resources identified, key educational messages developed, program materials printed, and incentives ordered. A registration/reminder card, birthday card, announcement, evaluation and tracking forms were developed.
- Planned educational programs with a birthday party theme which were conducted by the KCP cancer control specialists working with community partners to recruit the target population. Key educational messages, materials, and resources were presented. Incentives were provided, and women were encouraged to bring a friend who had not been screened and to mail birthday cards to friends and family.
- Conducted 23 programs in all ADDs. A total of 871 women participated in the educational programs. Of the participants who provided information, 676 indicated they were ages 40 and older. KCP was successful in recruiting the non-compliant and the never/rarely screened, reaching 205 women. KCP continued working on the project, placing telephone calls and mailing mammography reminder cards through June of 2009.

Our Lady of Bellefonte Hospital

I. Grant Amount Awarded:

\$19,991.00

II. Amount Expended:

\$16,447.61

III. Areas Served:

Boyd, Greenup, Carter, Elliott, Lawrence, and Lewis Counties

IV. Goals and Objectives:

- Recruit at least 1,200 women, primarily low income patients, into the center's women's health program to receive screenings and breast care.
- Conduct at least 900 mammograms and 900 clinical breast exams. Add at least 12 additional outreach sites to the Mobile Health Center's roster.
- Increase the number of annual mammograms by 10 percent and the number of first time mammograms by at least 10 percent.

V. Progress Report:

- Completed the following activities via the Mobile Health Center:
 - Provided a mobile outreach worker to participate in health fairs and community events reaching approximately 2,000 women with breast cancer education.
 - Provided 346 screening mammograms. From those, 45 showed abnormal results.
 - Provided osteoporosis screening services to all women who visited the Mobile Clinic;
 - Visited 68 sites in Kentucky counties served;
 - Held monthly Breast Cancer Support Group (average attendance of 5);
 - Held monthly Self-Breast Examination Class (average attendance of 5); and
 - Established a breast care team meeting monthly to facilitate communication and collaboration between in-house and mobile-clinic staff.

FY 2009 Grantees

Five Kentucky agencies promoting breast cancer awareness, screening, and access to services were recipients of the BCTF Grants for the Fiscal Year 2009. These awards recognized programs that best demonstrated sustainable and effective efforts to reduce the breast cancer mortality rate in Kentucky.

The following agencies received grant awards for FY 2009:

The Foundation for Health, Inc.

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended:

\$19,362.38

III. Areas Served:

Daviess, Hancock, McLean, Union, Webster, and Henderson Counties; other counties served based upon need.

IV. Goals and Objectives:

- Provide awareness and education, through the Mammogram for Life Program, of the importance of early detection and preventative services, including clinical breast exams, self-breast exams, and mammograms.
- Provide free mammograms to women in our community who are uninsured or underinsured and have no other means of getting a mammogram.

- If an abnormality is found during a screening mammogram, provide free diagnostic services, including diagnostic mammograms and ultrasounds.
- Give women diagnosed with breast cancer referrals to different resources available for treatment and support.
- Provide medications and radiation bras to breast cancer patients who cannot afford these items on their own.

V. Progress Report:

- Through the Mammograms for Life program, utilized a variety of education events in FY 2008 - 2009.
- Set up informational tables for literature to be handed out at free clinics, post offices, health fairs, grocery stores, and county extension offices.
- Provided literature at the Daviess County “World’s Greatest Baby Shower” event, local Bunco parties, and at programs in private homes. The packets were also handed out to women who visited the mobile mammography unit.
- Participated in the Susan G. Komen “Pink Sunday” campaign, providing breast cancer information and literature to 4,300 women in the area through churches.
- Through Mammograms for Life program provided the following during the FY 09 grant period in Daviess County:
220 mammograms (115 screening and 105 diagnostic mammograms);
Breast cancer patient medications for two individuals; and
Breast cancer patient radiation bras for 14 patients.

Kentucky Cancer Program East & West

I. Grant Amount Awarded:

\$10,500.00 each (\$21,000.00 total)

II. Amount Expended:

\$10,500.00 each (\$21,000.00 total)

III. Areas Served:

Racetrack host counties and participants

IV. Goals and Objectives:

- Reduce breast cancer incidence and mortality, increase awareness, provide education, and promote opportunities for early detection. The focus will be on race fans and track workers, placing special emphasis on the underinsured and uninsured and medically-underserved.
- Working with the Office of the First Lady, the racing industry, and others, coordinate and implement events at all of the state’s race tracks. Breast Cancer Race Days will offer an opportunity to reach race fans through awareness activities, survivor champions, and distribution of educational materials. Backside Outreach: Breast Cancer Education and Screening Referral will utilize staff and bilingual outreach educators to conduct awareness and recruitment activities, individual and group educational presentations, and opportunities to promote screening.
- Link women with screening resources such as mobile mammography, LHDs, and the Kentucky Racing Health and Welfare Fund.

V. Progress Report:

- Held Breast Cancer Race Days at Keeneland, Turfway Park, Churchill Downs, and Ellis Park to provide breast cancer awareness and education.
 - Turfway Park racetrack hosted a Pink Race Day in September 2008 for 2,000 race fans.
 - Keeneland racetrack hosted a Pink Race Day in October 2008 for 9,989 race fans.
 - Ellis Park racetrack estimated 2,500 were in attendance in August 2009 for a Pink Race Day.
 - Churchill Downs racetrack hosted 5,900 for Pink Race Days in November 2008 with over 104,000 in attendance in May 2009.

People in attendance received information about breast cancer, had the opportunity to visit an educational display of one-on-one information about breast cancer screening, saw a race dedicated to breast cancer (jockey wore pink arm bands, horses had pink towels, and a special cooler and trophy were awarded by Kentucky First Lady Jane Beshear), and breast cancer survivors were recognized in the Winner's Circle. In addition, 300 breast cancer survivors at Turfway Park and 301 at Keeneland received t-shirts and incentives with screening messages. Attendees were provided special refreshments and heard a presentation from Kentucky First Lady Jane Beshear and racetrack officials acknowledging the importance of breast cancer screening. Attendees were given an opportunity for pictures with the Governor's wife in the Winner's Circle.

- Through the Backside Outreach, offered one-on-one education and outreach to 288 backside workers by bilingual health educators. A mammography van was available on-site for screening days at Keeneland in October 2008 and the Thoroughbred Training Center in September 2008. A total of 34 women were screened. St. Elizabeth hospital provided a mammography van for on-site screening at Turfway Park in February 2009 for 21 women. At least 60 people at Ellis Park were educated and approximately 355 at Churchill Downs for a total of 451, greatly exceeding the goal of 75. A total of 77 women were screened at Ellis Park and Churchill Downs.

(Note: Comparison between the rural Ellis Park track and the urban Churchill Downs track revealed interesting regional differences. Of the minority populations, Ellis Park consisted of a majority of African Americans, while at Churchill Downs, the majority was Hispanic. Also of significance, the percentage of women who reported having a previous mammogram was only 44% at Ellis Park compared to 80% at Churchill Downs. The percentage of track workers who were Hispanic was about 75% at Keeneland and 20% at Turfway Park. A large number of these were undocumented and tended to be younger in age.)

Norton Cancer Institute Prevention and Early Detection Program

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended:

\$20,000.00

III. Areas Served:

Louisville-Jefferson County, KY Metropolitan Area (Louisville Metro)

IV. Goals and Objectives:

- Reduce the incidence and mortality of breast cancer in Louisville Metro by expanding the Pink Ribbon Prevention Project. The BCTF grant will allow expanding the program by 10-15 percent beyond the current level. This funding will provide education and outreach to 1,000 women and provide breast cancer examinations and digital mammography screening to 170 underserved women in Louisville Metro. The platform includes the utilization of our Mobile Prevention Center (MPC), a 40-foot vehicle designed to provide digital mammography and clinical breast exams in community settings to women over the age of 40. The mammograms are provided at no cost to uninsured women. The goal is to meet people where they live, to reduce barriers to information and prevention services, and to provide follow-up.

V. Progress Report:

- Provided clinical breast exams and mammography screenings to a total of 347 women at 34 screening events throughout Louisville Metro. Of these, 87%, of the mammograms were normal and 13% were abnormal. All of the patients with an abnormal result received the appropriate follow-up and diagnostic services. Approximately 49 percent of the women screened resided in the high risk target areas. Of the women screened, 46% were under the age of 50 and 54% were between the ages of 50 and 75. A total of 61% were African American or Asian, 34% were Caucasian, and 18% of the women were of Hispanic/Latina ethnicity. Also, 34% of women screened had either never received a mammogram, or had not received a mammogram in the last five years (rarely or never screened), which exceeds the CDC Performance Indicators. The Prevention program was available at 32 community education and outreach events. Over 2,700 individuals attended these events.
- Additionally, 1,113 women completed the Ticket to Health risk assessment tool between the dates of January 1, 2008 through June 30, 2009, exceeding the goal of 1,000 risk assessments.

Trover Health System

I. Grant Amount Awarded:

\$10,000.00

II. Amount Expended:

\$10,000.00

III. Areas Served:

Caldwell, Hopkins, and Muhlenberg Counties

IV. Goals and Objectives:

- Through the Think Pink! A Breast Health Program, increase breast cancer awareness as well as provide 90 screening mammograms and clinical breast exams to underserved women in Caldwell, Hopkins, and Muhlenberg Counties.
- Offer an educational event in each county. Dr. Beth Snell, General and Oncology Surgeon with the Trover Health System (THS) and Mahr Cancer Center, will address risk factors and signs and symptoms of breast cancer, as well as teach participants how to perform a monthly self-breast exam.

- Provide 30 uninsured/underinsured women from each county with a free mammogram and clinical breast exam at the THS Center for Women's Health (90 total). Further diagnostic services will be provided for women in need.

V. Progress Report:

- Hosted evening educational programs in each county. Each event was free of charge and provided a light dinner. At each program, Dr. Snell addressed the women on breast cancer signs, symptoms, and risk factors. Attendees were instructed how to correctly perform a self-breast exam. Each participant received educational material to take home. Other health care/cancer-related organizations were also on hand to distribute education:
 - Caldwell County, September 2008 at the Caldwell County Extension Office, 7 participants;
 - Muhlenberg County, October 2008 at the Muhlenberg County Extension office, 15 participants; and
 - Hopkins County, October 2008 at THS, 48 participants.

Uninsured/underinsured women attending the educational programs were offered free clinical breast exams and screening mammograms that would be scheduled at the THS Center for Women's Health. A total of 28 women received these screening procedures; three of those women received additional diagnostic services. As of June 30, 2009, no cancers had been detected. Because the attendance of the programs was lower than expected, they did not use the 90 mammograms that were available; also no travel vouchers were requested. The remaining grant funds totaling \$4,285 have been earmarked for underinsured/uninsured women from Caldwell, Hopkins, and Muhlenberg Counties that need assistance with screening breast services.

FY 2010 Grantees

Twelve Kentucky agencies promoting breast cancer research, awareness, screening, and access to services were recipients of the BCTF for the Fiscal Year 2010. These awards recognize programs that best demonstrate sustainable and effective efforts to reduce the breast cancer mortality rate in Kentucky.

The following agencies received grant awards for FY2010:

Ashland Hospital Corporation, d.b.a. King's Daughters Medical Center

- I. Grant Amount Awarded:**
\$20,000.00
- II. Amount Expended:**
\$19,885.90
- III. Areas Served:**
Boyd, Carter, Elliott, Greenup, Lewis, Martin, and Magoffin Counties
- IV. Goals and Objectives:**

- Reduce breast cancer deaths, in alignment with Healthy Kentucky 2010 objective 16.3, by promoting early detection of breast cancer through awareness activities and mobile mammography services in the targeted counties.
- Increase equity for Appalachian women and improve disparities by providing mammography services on location close to home for the women of the targeted counties.
- Increase awareness of the risk factors, especially controllable risk factors, associated with breast cancer and provide education and counseling on these risk factors.
- Increase access to mammography services in underserved areas by scheduling the mobile van in areas considered underserved.
- Increase community outreach efforts through women's health days and programs in prevention and early detection.
- Increase education about how to perform a breast self-exam.

V. Progress Report:

- Visited five of the target counties with mobile mammography and screened 338 patients from January 1-June 30, 2010.
- Continued to maintain relationships with the LHDs in hopes of establishing mobile mammography to Salyersville in Magoffin County and Sandy Hook in Elliott County. A family care center is planned in Elliott County which will give us a stable location for the mobile unit.
- Provided breast cancer education to a total of 555 women in three counties. Education sessions have been held at county fairs, churches, schools, grocery stores, parks, prisons, banks, and local malls. A total of 48 volunteers have been trained to teach breast education.
- Developed and implemented an online breast education module on King's Daughters Medical Center online training center for team members.

Consolidated Missionary Baptist Church

I. Grant Amount Awarded:

\$18,970.00

II. Amount Expended to Date:

\$18,970.00

III. Areas Served:

Fayette County

IV. Goals and Objectives:

- Provide Lexington, through the Sisters Praise (Sisters Promoting Responsible Attitudes and Ideas about Self-Empowerment) project, with an innovative, self-service kiosk and a trained, faith-based community health worker, housed in a local church. The kiosk will provide culturally-tailored educational information regarding breast health, diet and exercise and its relationship to breast cancer, and screening mammography guidelines based on American Cancer Society (ACS) guidelines. This project is directed toward African American women, a group that suffers disproportionate breast cancer mortality. Women of all ages may use this kiosk to formulate a personal breast health plan, including screening mammograms.

- Deliver additional tailored intervention through a trained Community Health Advocate (CHA) to women who self-identify as being out of compliance with ACS guidelines.
- Improve understanding of the barriers to mammography for African American women in Lexington and delivery of breast cancer educational content in a self-service kiosk with a personal touch.

V. Progress Report:

- Developed the self-service kiosk and several videotaped motivational segments, which included motivational segments, appropriate scriptures, and photographs with culturally appropriate visual effects. University of Kentucky (UK) Institutional Review Board approval was applied for and granted.
- Placed the kiosk in the Andrews Center in October and introduced it at the Women's Wellness Fair. The fair included workshops on healthy eating, exercise, and cancer. The fair included UK and local, regional, and state-wide agencies, such as the LHD and ACS. The fair was attended by approximately 100 women and took place Saturday, October 24, 2009.
- Monitored daily use of the kiosk at the Andrews Center by monthly updates on activity via the web. The project director is compiling a list of women to contact regarding screening and community resources for referral. So far, more than 200 women have accessed the kiosk for information. Of those, 20 women have left contact information and will be followed up for resources.
- Collected surveys from women attending the Women's Wellness Fair.
- Established a monthly report of usage prepared by St. Andrews that includes: a) number of times the kiosk is accessed, b) number of age-eligible women using the kiosk who are in compliance with ACS mammography screening guidelines, c) demographic characteristics of women using the kiosk, d) mammography utilization patterns of women using the kiosk, and e) contact information for women who want follow-up. Data gathered from the kiosk is analyzed and evaluated monthly.

The Foundation for Health, Inc.

I. Grant Amount Awarded:

\$19,950.00

II. Amount Expended:

\$19,950.00

III. Areas Served:

Daviess, Hancock, McLean, Union, Webster, and Henderson Counties; other counties served based upon need.

IV. Goals and Objectives:

- Through Mammograms for Life, provide education and awareness of the importance of early detection and preventative services, including clinical breast exams, self-breast exams, and mammograms.
- Provide free mammograms to women who are uninsured or underinsured who have no other means of getting a mammogram.
- If an abnormality is found, provide free diagnostic services, including diagnostic mammograms and ultrasounds.

- Provide education and awareness to at least 2,500 women and mammograms to 360 low-income, medically-underserved women, who currently do not have access to a mammogram provider.
- Provide follow-up services to those diagnosed with abnormalities.
- Disseminate information regarding the importance of receiving a mammogram to at least 2,500 low-income, medically-underserved women between the ages of 40-64, and women under age 40 who are at a high risk for breast cancer.
- Encourage and refer all 2,500 low-income, medically-underserved women to receive a free or low-cost mammogram.
- Provide mammograms to at least 315 low-income, medically-underserved women who fall through the cracks of services currently available – women who do not qualify for a free or low-cost mammogram through KWCSF or other programs, who otherwise would not receive a mammogram.
- Provide mammograms to at least 45 low-income, medically-underserved women, through the mobile van. Provide mammograms and clinical breast exams to at least 85 low-income, medically-underserved women, through the KWCSF and LHDs.
- Provide additional screening services, including diagnostic mammograms and ultrasounds, to women who are found to have abnormalities.
- Give referrals to women diagnosed with breast cancer to different resources available for treatment and support. In addition, the program provides medication and radiation bras to breast cancer patients who cannot afford these items on their own.

V. Progress Report:

- Provided 152 screenings mammograms, 35 diagnostic mammograms, and 25 ultrasounds. A total of 31 women qualified and were referred to the Health Department for mammograms through the KWCSF. Forty-one women were found to have abnormal results and were referred for diagnostic services. Two cases of breast cancer were detected. Of the women screened, ten had never had a mammogram before. Provided one-on-one education to 107 women and educational materials to 1,086 women. Educational events included information tables at Big Lots, Bill's IGA, free clinics, an Army of Women Boot Camp event, various health fairs and breast cancer awareness events, a Women's Health Forum with 800 attendees and a Bunco for Breast Cancer event held at a private home with 85 attendees. In addition, all women receiving mammograms were given a packet of information about early detection and facts about breast cancer.

Kentucky Cancer Program East

I. Grant Amount Awarded:

\$14,500.00

II. Amount Expended:

\$11,607.66

III. Areas Served:

Central and eastern Kentucky

IV. Goals and Objectives:

- Use the high profile Office of the First Lady to collaborate with the horse racing industry to increase breast cancer awareness, education, and screening among fans and track employees and workers at nearby training centers and horse farms.
- Provide support for breast cancer survivors and mobilize them to promote and encourage age-eligible women to be screened.
- Increase awareness of breast cancer and the importance of screening among approximately 12,000 race fans at Churchill Downs and Ellis Park.
- Educate 150 permanent and seasonal track/horse industry workers and families.
- Provide opportunities for screening to 25 women at Ellis Park and 50 women at Churchill Downs, working with LHDs to offer diagnostic evaluation and treatment as needed.
- Continue to gather information about track/industry workers who need breast cancer education and screening.
- Provide an opportunity for breast cancer survivors to support newly-diagnosed women and to encourage age-eligible women to be screened.

V. Progress Report:

- Provided Outreach, Education, and Screening Days in April and May 2010 at Churchill Downs. Lay health educators, including promoters (bilingual, Hispanic women), worked with the track activities director to coordinate access to the backside area to raise awareness, educate women, identify and recruit eligible women for screening. KCP educators made several visits to surrounding neighborhood businesses and to the track, going through the barn areas, the learning center, and the chapel. During these visits, they posted screening notices, distributed information, and conducted one-on-one, brief interventions. They also set up a table at the recreation center, and the chaplain made announcements on the public address system to encourage workers to stop by for information. These efforts resulted in 171 workers educated.
- On May 18, 2010, provided screenings via the Brown Cancer Center mobile van to 27 women at Churchill Downs on the backside. The women also received clinical breast exams on-site and referrals to the LHD providers. The screening was scheduled in conjunction with a large annual health fair on the backside. A separate information table/exhibit was also displayed at the fair, which was attended by hundreds of workers.
- Provided brief questionnaires, which were completed by 36 participants, resulting in the referral of 12 additional women for screening.

Kentucky Cancer Program West

I. Grant Amount Awarded:

\$14,500.00

II. Amount Expended:

\$14,500.00

III. Areas Served:

Western Kentucky, primarily Louisville, Henderson, and surrounding counties

IV. Goals and Objectives:

- Use the high profile Office of the First Lady to collaborate with the horse racing industry to increase breast cancer awareness, education, and screening among fans and track employees and workers at nearby training centers and horse farms.
- Provide support for breast cancer survivors and mobilize them to promote and encourage age-eligible women to be screened.
- Increase awareness of breast cancer and the importance of screening among approximately 12,000 race fans at Churchill Downs and Ellis Park.
- Educate 150 permanent and seasonal track/horse industry workers and families.
- Provide opportunities for screening to 25 women at Ellis Park and 50 women at Churchill Downs, working with LHDs to offer diagnostic evaluation and treatment as needed.
- Continue to gather information about track/industry workers who need breast cancer education and screening.
- Provide an opportunity for breast cancer survivors to support newly diagnosed women and to encourage age-eligible women to be screened.

V. Progress Report:

- Worked with Ellis Park to host a Pink Race Day on August 15, 2009 for about 3,500 race fans, and with Churchill Downs to host a Race Day on November 15, 2009 for about 6,600 race fans. Race fans received information about breast cancer in their racing programs, heard several announcements about breast cancer screening, had the opportunity to visit a special educational display in a pink tent for one-on-one intervention about breast health and cancer screening, and saw a race dedicated to breast cancer (jockeys wore pink arm bands, horses had pink saddle cloths, and a special cooler/horse blanket was awarded). A trophy was awarded by Kentucky First Lady Jane Beshear, and breast cancer survivors were recognized in the Winner's Circle. In addition, approximately 120 breast cancer survivors and guests at Ellis Park and 752 at Churchill Downs received special gifts and refreshments, heard a presentation from Jane Beshear and KCP staff about the importance of breast cancer screening, and had the opportunity for pictures with the First Lady in the Winner's Circle.
- Conducted outreach efforts at both tracks. KCP provided one-on-one and group education to 89 workers on the backside and others employed throughout the tracks. Lay health workers, including bilingual promoters and KCP cancer control specialists, worked with the chaplain and activities director at Ellis Park and Churchill Downs to walk the backside and barn areas seeking women to educate.
- Worked with administrative staff at Ellis Park in organizing a group educational program to engage the workers on the front-side and to provide resources for screening on the van and with local providers.
- Worked with the Brown Cancer Center and the Henderson County Health Department for the mobile mammography van to travel to Henderson for an on-site screening day at Ellis Park on July 23, 2009.
- Scheduled the mammography van for Churchill Downs in Louisville in conjunction with the annual fall health fair conducted on the backside. This fair was very well attended and provided an excellent opportunity for additional outreach and education. A total of 39 women were screened at Ellis Park and Churchill Downs. In addition to the breast clinical exams, these women received packets of information about breast cancer, screening guidelines, community resources, and a small gift.

Norton Cancer Institute

I. Grant Amount Awarded:

\$19,760.00

II. Amount Expended:

\$19,760.00

III. Areas Served:

Jefferson County

IV. Goals and Objectives:

- Expand the Pink Ribbon Prevention Project funded in 2008 to provide mammography and clinical breast exams for 150 medically-underserved women; hire a part-time, multi-lingual, lay health navigator to assist in reaching out to the growing Hispanic/Latino community; and a part-time research assistant to assist with implementation and analysis of a survey to assess satisfaction with nurse navigator intervention.
- Utilize the nurse navigator to provide follow-up for patients in need of diagnostic and treatment services.
- Utilize the mobile health unit to provide digital mammography and clinical breast exams in community settings.
- Inform, empower, and reduce barriers to prevention services, providing follow-up, and making strong connections with communities in need of services.
- Reduce barriers to breast cancer screening (clinical breast exam and mammography) and ensure appropriate follow-up to medically-underserved women in Jefferson County.

V. Progress Report:

- Screened 305 women for breast cancer, providing both clinical breast exams and mammography. We exceeded the project target of 272 breast cancer screenings. Additionally, our lay health navigators provided education and outreach to 573 individuals. Of these, 42% of the women were African-American, 44% Caucasian, and 14% of the women were Hispanic/Latina. Also, 46% of the women were between the ages of 40-49, 38% age 50-59, and 15.2% were 60 years old or greater. Thirty-one percent of the women screened were never or rarely screened for breast cancer. In addition, 88% of the women resided in Jefferson County, while 11% resided in other counties within Kentucky.
- Contacted the 10% of women who had an abnormal screening result out of the 305 total women screened. The nurse navigator provided individualized intervention to patients screened with an abnormal result. She assisted women in an effort to help them make informed decisions about their care, serving as an educator and advocate, to help guide them through the health care system. Of those contacted, 90% adhered to our counseling to seek advanced diagnostics.
- Evaluated health outcomes and patient satisfaction of women who completed screenings and those that require additional diagnostic testing.
- Received approval for a research study from UL IRB and are actively enrolling patients. We anticipate the study will complete enrollment in 9 months. The goals are to enroll women, who utilize mobile mammography services, to learn more about this population. Consent to administer the utilization survey will be obtained from the

patients who receive screening services. The utilization survey, including a patient satisfaction survey, will be conducted at community mobile sites throughout Jefferson County.

- Conduct an assessment to identify the impact of nurse navigation on patient decision making and satisfaction. Identify answers to the following questions:
 - 1) What are the primary reasons for choosing a breast screening from a mobile unit?
 - 2) How satisfied are patients after screening on a mobile unit with the intervention of a lay health navigator?
 - 3) How satisfied are patients after diagnostic follow-up with the services of a nurse navigator?
- Of 367 screened through the Finding Connections Project, received agreement from 215 to participate in our research study. The mean age of those participating was 53.9 years.
 - 119 (55.3%) had no insurance;
 - 88 (41%) reported that they are unable to get cancer screening services due to cost;
 - 69 (32%) reported they did not have a primary care physician; and
 - 68 (32%) seldom or never screened.

From this study, the three primary barriers to regular screening include cost, convenience/location, and connection with a primary care physician. Those choosing the use of a mobile screening center did so primarily because of the cost (46%) and convenience (25%) of the process. A smaller group (6%) chose the mobile unit for screening because it did not require a referral from a primary care physician.

Of those never or rarely screened (68), 36 (52%) chose the mobile unit at this time because it was free or low cost, 9 (13%) chose the mobile unit because it was convenient, and 4 (6%) chose the mobile unit because it did not require a prior referral from a doctor.

Participants were well satisfied with cancer services provided in a mobile health unit. When asked the question “In an overall, general senses, how satisfied are you with the service you have received?” respondents had an average score of 3.9. Of the 18 questions on the satisfaction survey, 15 of the questions received an average response of 3.7 or higher on a scale of 1 – 4 (where 1 = totally dissatisfied and 4 = completely satisfied). Two other questions received an average response of 3.5. The only question receiving an average response below 3 (2.9) was to the question “Are there other services you need but have not received?” This indicates that other convenient low cost services are needed for the community in order to address fully health care disparities. The question with the second lowest average score of 3 was “In general, how satisfied are you with the comfort and attractiveness of our facility?” One patient rated us as a 1, which is an outlier, if exclude this question would have an average score of 4.

As of June 30, 2010, 11 abnormal satisfaction surveys were completed, as only ~ 18 percent of the participants have an abnormal results, and the study protocol is to wait 3 months after screenings to ask questions about satisfaction with services received after their screening result. When asked the question “In an overall, general senses, how

satisfied are you with the service you have received?" the overall satisfaction average was 3.7.

Trover Health Systems

I. Grant Amount Awarded:

\$12,150.82

II. Amount Expended:

\$12,150.82

III. Areas Served:

Muhlenberg, Hopkins, and Webster Counties

IV. Goals and Objectives:

- Increase breast cancer awareness and the availability of early detection breast cancer screenings for underserved women in Muhlenberg, Hopkins, and Webster Counties through Think Pink! A Breast Health Program. Provide evening educational programs in which a physician will address risk factors, signs, and symptoms of breast cancer as well as teach participants how to perform a monthly self-breast exam.
- Offer a total of 70 free clinical breast exams and mammograms through the THS Center for Women's Health, thus increasing opportunities for early detection of breast cancer.
- Earmark funds for travel vouchers and further diagnostic screenings as needed.
- Provide educational materials, pamphlets, and mini-breast models to all program participants.

V. Progress Report:

- Hosted educational programs through the Mahr Cancer Center to increase breast cancer awareness among the underserved women in the three target counties. The events were free of charge and provided a light meal. At each of the programs, Dr. Darren Chapman, General and Oncology Surgeon with THS, addressed the women on breast cancer signs, symptoms, and risk factors as well as instructing them on how to correctly perform a self-breast exam. Each participant received educational material to take home as well as the opportunity to schedule a free screening mammogram and clinical breast exam at the THS Center for Women's Health. Other health care/cancer-related organizations were on hand to distribute educational material. There were a total of 138 participants.
- As of July 31, 2010, five women had received clinical breast exams and mammograms at THS. No diagnostic services were required, and no cancers had been detected. Because the attendance of the programs was lower than expected and no funds were requested for travel assistance, additional certificates are available for underinsured/uninsured women that need breast cancer services in the future. Screenings were made possible with funding from the BCTF.

Ashland-Boyd County Health Department

I. Grant Amount Awarded:

\$13,500.00

II. Amount Expended:

\$13,043.00

III. Areas Served:

Ashland-Boyd County

IV. Goals and Objectives:

- In partnership with the DWH of the DPH, provide breast health education and awareness, screening, and treatment services for medically-underserved and disparate populations in the Eastern Kentucky Appalachian Highlands.
- Utilize the Gentle Touch program to elicit important information about the current state of breast health in the Boyd County region; increase awareness in the African-American, Hispanic, and rural Caucasian community of the need for breast self exams, clinical breast exams, and mammograms; increase the number and diversity of women receiving breast health information, clinical breast exam, and mammography; and make breast health services and treatment opportunities more easily accessible.

Little Sandy District Health Department

I. Grant Amount Awarded:

\$16,850.00

II. Amount Expended:

\$16,850.00

III. Areas Served:

Carter and Elliot Counties

IV. Goals and Objectives:

- Utilize Caring through the Ages program to enhance efforts to reduce breast cancer incidence and mortality in Carter and Elliott Counties. The project will offer educational events and will address risk factors, signs, and symptoms of breast cancer, as well as teach participants how to perform a monthly self-breast exam using the MammaCare method of teaching. Caring through the Ages targets Appalachian women of all ages including the underserved and rarely-screened women of the community. By focusing on young women, a dual purpose will be served; young women will learn the importance of proper self-breast exam early in life, and at the same time, they will be reaching out to other women who are medically-underserved.
- Raise breast cancer awareness through early detection by targeting community events in these counties.

Pike County Health Department

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended:

\$7,383.00

III. Areas Served:

Pike County

IV. Goals and Objectives:

- Provide educational materials/incentives to correspond with the KWCSF guidelines.
- Help eligible breast cancer patients with the cost of the Tamoxifen medication treatment needed after radiation/chemotherapy when they are no longer Medicaid

eligible through the KY Women's Breast and Cervical Cancer Screening Program. Together, we can make a difference in saving women's lives.

FY 2011 Grantee Proposals

Fourteen Kentucky agencies promoting breast cancer research, awareness, screening and access to services were recipients of the BCTF Grants for the Fiscal Year 2011. These awards recognize programs that best demonstrate sustainable and effective efforts to reduce the breast cancer mortality rate in Kentucky.

The following agencies received grant awards for FY2011:

American Cancer Society

I. Grant Amount Awarded:

\$13,082.00

II. Areas Served:

All of Kentucky

III. Goals and Objectives:

- Ensure that poverty and geography prevent no one from accessing the care and support services they need to fight and survive their cancer. Access to the best cancer care is consistently correlated with higher breast cancer survival rates. Due to Kentucky's large geographic area and the location of cancer treatment facilities, travel is required for many cancer patients. The Lexington Hope Lodge is a 32 bedroom facility that offers cancer patients and their families a free, temporary place to stay while undergoing cancer treatment. The cancer patients who stay at Hope Lodge come from all over the state, including the counties of Eastern Kentucky, where poverty rates are high and 29-46 percent of the residents are underserved. This grant will cover the cost of lodging for many cancer patients.

Ashland Hospital Corporation, d.b.a. King's Daughters Medical Center

I. Grant Amount Awarded:

\$20,000.00

II. Areas Served:

Boyd, Carter, Elliott, Greenup, Lewis, Magoffin, Martin, and Wolfe Counties

III. Goals and Objectives:

- Continue the currently established project One Voice: Against Breast Cancer in the target counties to heighten breast cancer awareness for women of all ages. The project uses both mobile and community-based approaches.
- Employ the Once Voice coordinator to plan education sessions with area agencies, businesses, churches, and schools to bring the breast cancer message to ladies in the region (Boyd, Carter, Greenup, Elliott, Lewis, Magoffin, and Martin Counties).
- As part of the outreach, have the coordinator promote the Susan G. Komen grant program for Pink Ladies Days, which are mobile mammography visits in the

designated counties. Each visit includes education on the risk factors for breast cancer and how to perform self-breast exam using models as teaching tools. A special focus of the education portion is directed to women ages 40 and older to inform them of the need for screening mammography.

- Provide screening mammography services, ensuring that women who are uninsured or underinsured are offered a free mammogram through the Komen funds.

Brenda Cowan Coalition for Kentucky, Inc.

I. Grant Amount Awarded:

\$19,882.00

II. Areas Served:

Fayette County

III. Goals and Objectives:

- Target Hispanic women who have difficulty obtaining health screening because of a lack of health insurance or other financial resources via the Hermana a Hermana (Sister to Sister) program
- Provide increased awareness of breast and cervical cancer risks and the availability of screening and support services through health fairs
- Through outreach education, increase the number of women who receive annual breast cancer screening and
- Increase the availability of these health services to low-income, uninsured Hispanic women. As a result, participants in this program will receive enhanced health care services designed to find cancer early to make treatment and/or a cure a possibility.

Kentucky Cancer Program East

I. Grant Amount Awarded:

\$14,073.00

II. Areas Served:

Central and Eastern Kentucky

III. Goals and Objectives:

- Continue and expand Horses and Hope, an initiative to reduce breast cancer mortality.
- Increase breast cancer awareness, provide education, and promote opportunities for early detection through screening mammography. The focus will be on racetrack fans and horse industry workers, placing special emphasis on the uninsured/underinsured and medically-underserved.
- Working with the Office of the First Lady, the racing industry, and others, coordinate and implement programs at Kentucky racetracks, training centers, and horse farms.
- Through Breast Cancer Race Days, offer an opportunity to reach race fans through awareness activities, exhibits, and distribution of educational materials.
- Provide outreach, education, and screening utilizing bilingual outreach educators to conduct awareness and recruitment activities, provide education, and identify opportunities to promote screening.
- Link women with screening resources such as mobile mammography and LHDs.

Kentucky Cancer Program West

I. Grant Amount Awarded:

\$19,003.00

II. Areas Served:

Central and Western Kentucky

III. Goals and Objectives:

- Continue and expand Horses and Hope, an initiative to reduce breast cancer mortality.
- Increase breast cancer awareness, provide education, and promote opportunities for early detection through screening mammography. The focus will be on racetrack fans and horse industry workers, placing special emphasis on the uninsured/underinsured and medically-underserved.
- Working with the Office of the First Lady, the racing industry, and others, coordinate and implement programs at Kentucky racetracks, training centers, and horse farms.
- Utilize Breast Cancer Race Days to offer an opportunity to reach race fans through awareness activities, exhibits, and distribution of educational materials.
- Provide outreach, education, and screening utilizing bilingual outreach educators to conduct awareness and recruitment activities, provide education, and identify opportunities to promote screening.
- Link women with screening resources such as mobile mammography and LHDs.

Kentucky Commission on Women

I. Grant Amount Awarded:

\$18,180.00

II. Areas Served:

Areas with high numbers of never or rarely-screened women

III. Goals and Objectives:

- Strategically place the Women's Health Information Guides (WHIG), which are easy-to-understand, touch-activated, and bilingual, into communities where early detection and awareness messages often go unheard or undirected. Users will be pleasantly "greeted" by a diverse group of women who introduce themselves, speaking in familiar regional dialects, essentially sharing their own health story and the steps they took to address their own need. The WHIG covers a range of topics including breast health, smoking cessation, sexually transmitted diseases, breastfeeding, asthma, diabetes, weight management, depression, cervical health, domestic violence, oral health, heart health, and HIV/AIDS. Each WHIG, complete with audio capability, will provide healthcare definitions, preventative measures, and a list of questions for users to ask a healthcare provider, and will be equipped with telephones that are programmed to connect the user with immediate healthcare assistance if they desire.

Kentucky Breast Cancer Coalition

I. Grant Amount Awarded:

\$6,010.00

II. Areas Served:

Central and Eastern Kentucky

III. Goals and Objectives:

- Hold a conference in early fall 2010 for representatives of organizations and groups that serve medically-underserved women. Participants will develop strategies to increase knowledge of and access to the KWCSP and other breast cancer resources among women and health care providers, especially those in medically-underserved areas of Central and Eastern Kentucky. Many of Kentucky's never or rarely-screened women face lack of screening facilities, transportation problems, lack of health insurance, and other barriers. The conference will:
Give an overview of national, state, and local breast cancer resources available to patients, their families, and survivors;
Clarify the enrollment guidelines of the KWCSP; and
Provide a forum to share ideas about how to raise awareness of breast cancer screening and KWCSP services (including treatments dollars for eligible women) and other resources among women and health care providers.

Kentucky Pink Link

I. Grant Amount Awarded:

\$20,000.00

II. Areas Served:

Northern and Western Kentucky Counties

III. Goals and Objectives:

- Utilize staff and volunteers of Kentucky Pink Link, a nonprofit organization dedicated to providing support to Kentucky women through breast cancer education and patient navigation services, to help breast cancer patients help themselves by guiding them to local resources and financial support, arranging mammogram screenings, providing wigs and medical supplies, negotiating with insurance companies, assisting with transportation and childcare issues during treatments, connecting them to support groups, informing them of clinical trials, and addressing any unique personal roadblocks they have to treatment. Services are free and available to all Kentucky women with a special emphasis on the uninsured, underinsured, and ethnic populations. For more information, please call toll free (877) 597-4655 or visit the web link at www.kypinklink.com

Lincoln County Health Department

I. Grant Amount Awarded:

\$2,000.00

II. Areas Served:

Lincoln County

III. Goals and Objectives:

- Educate the public on prevention awareness and the importance of screening for breast cancer. This will be accomplished through the use of mass media, for example newspaper, radio, billboard, and grocery cart end cap educational campaigns, and

treatment transportation assistance, as well as implementing a “prevention pays” incentive-based screening program.

- Educate women on services available through the Lincoln County Health Department. This project expects to reach 5,000 – 10,000 people.

Monroe County Health Department

I. Grant Amount Awarded:

\$16,925.00

II. Areas Served:

Monroe County

III. Goals and Objectives:

- Provide free mammograms to women in Monroe County ages 40 years and older who have not received a mammogram in the past year. The number of people expected to be served is 175.

Magoffin County Health Department

I. Grant Amount Awarded:

\$19,135.00

II. Areas Served:

Magoffin County

III. Goals and Objectives:

- Provide education and awareness through Magoffin County’s Education and Awareness Saves Lives Program, which includes the following:
- Outreach and awareness of breast and self-exam including instruction of self-breast exam by using MammaCare technique
- Outreach and awareness of early detection including conducting screening and
- Facilitation of screening follow-up.

Mercer County Health Department

I. Grant Amount Awarded:

\$8,435.00

II. Areas Served:

Mercer County

III. Goals and Objectives:

- Build on the existing Prevention Pays gift card program launched in June 2007 with the purpose of serving the medically-underserved population. The Prevention Pays program targets never or rarely-screened women, ages 40-64 (or with a family history of breast cancer), with no insurance and a household income less than 250% of poverty level guidelines.
- Provide eligible women screened at the health department with a \$20 Wal-Mart gift card after they have their mammogram and/or Pap test. The gift card is mailed with a Prevention Pays coupon for the patient to share. The person receives a gift card after the eligible woman referred is screened and has a mammogram and/or PAP, and the new patient also receives a gift card with the same “Refer a Friend” incentive.

Northern Kentucky Health Department

I. Grant Amount Awarded:

\$16,548.00

II. Areas Served:

Boone, Campbell, Grant, and Kenton counties

III. Goals and Objectives:

- Increase the number of women over the age of 40 screened by 35-40 percent who access preventative care in Northern Kentucky through the Prevention Pays Cancer Screening Awareness Campaign. This campaign will utilize an approach consisting of a culturally competent mass media campaign and community outreach efforts communicating the importance of early detection and breast cancer screenings.

Purchase District Health Department

I. Grant Amount Awarded:

\$16,125.00

II. Areas Served:

Ballard, Calloway, Carlisle, Fulton, Hickman, and McCracken Counties

III. Goals and Objectives:

- Through the Purchase Outreach and Screening Partnership project, provide breast cancer educational awareness targeted to women ages 40-64 who have never or rarely received a screening mammogram.
- Develop a media campaign focusing on the following:
Prevalence of breast cancer in our area;
Signs, symptoms, and risk factors of breast cancer; and
Available resources for early detection.
- Provide financial incentives to eligible women who submit proof of a completed mammogram to their LHD. The mission of this project is to provide awareness that free or low-cost options do exist in our area for screening of breast cancer and that early detection is the best course of action for preventing or surviving this deadly disease.

PLANS FOR FY 2012

The BCTF Board has convened a Media Committee to raise awareness of the BCTF. This project will sustain and increase the number of license plates sold and also increase knowledge of donations via income tax returns.

As the BCTF continues to grow, more funding will be provided to local communities through the grant process to increase awareness and screenings for breast cancer in never or rarely-screened women. Successful initiatives, such as Horses and Hope and local screening activities, will continue across the commonwealth of Kentucky.

Appendix A

Kentucky Revised Statutes Related to the Breast Cancer Trust Fund

KRS 211.580 Breast cancer research and education trust fund.

(1) The BCTF is created as a separate revolving fund. The BCTF shall consist of funds collected from the income tax check-off created under KRS 141.446 and any other proceeds from grants, contributions, appropriations, or other moneys made available for the purposes of the trust fund.

(2) BCTF amounts not expended at the close of a fiscal year shall not lapse but shall be carried forward to the next fiscal year.

(3) Any interest earnings of the BCTF shall become a part of the BCTF and shall not lapse.

(4) BCTF moneys shall be used to support breast cancer research, education, treatment, screening, and awareness in Kentucky. Funds shall be distributed as directed by the BCTF Board established by KRS 211.585.

(5) Moneys transferred to the BCTF pursuant to KRS 141.446 are hereby appropriated for the purposes set forth in KRS 211.580 to 211.590.

Effective: June 20, 2005

History: Created 2005 Ky. Acts ch. 27, sec. 2, effective June 20, 2005.

KRS 211.585 BCTF Board -- Membership -- Terms -- Meetings.

(1) The BCTF Board is hereby created for the purpose of administering the BCTF created under KRS 211.580. The board shall be composed of nine (9) members as follows:

(a) The director of the University of Louisville Brown Cancer Center or the director's appointed designee;

(b) The director of the University of Kentucky Markey Cancer Center or the director's appointed designee;

(c) The president of the Kentucky Breast Cancer Alliance or the president's appointed designee;

(d) The director of the Kentucky Cancer Program East or the director's appointed designee;

(e) The director of the Kentucky Cancer Program West or the director's appointed designee;

(f) Two (2) citizens, one (1) of whom shall be a breast cancer survivor, to be appointed by the Governor;

(g) The secretary of the Cabinet for Health and Family Services, or the secretary's designee; and

(h) The commissioner of the Department for Public Health or the commissioner's designee.

(2) The board shall be attached to the Cabinet for Health and Family Services for administrative purposes.

(3) The secretary of the Cabinet for Health and Family Services shall convene the first meeting of the board within sixty (60) days of June 20, 2005.

(4) Board members shall serve without compensation, but may receive reimbursement for their actual and necessary expenses incurred in the performance of their duties.

(5) The term of each appointed member shall be four (4) years.

(6) A member whose term has expired may continue to serve until a successor is appointed and qualifies. A member who is appointed to an unexpired term shall serve the rest of the term and until a successor is appointed and qualifies. A member may serve two (2) consecutive four (4) year terms and shall not be reappointed for four (4) years after the completion of those terms.

(7) A majority of the full membership of the board shall constitute a quorum.

(8) At the first meeting, the board shall elect, by majority vote, a president who shall preside at all meetings and coordinate the functions and activities of the board. The president shall be elected or

reelected each calendar year thereafter.

(9) The board shall meet at least two (2) times annually but may meet more frequently, as deemed necessary, subject to call by the president or by request of a majority of the board members.

Effective: June 20, 2005

History: Created 2005 Ky. Acts ch. 27, sec. 3, effective June 20, 2005.

Legislative Research Commission Note (6/20/2005). 2005 Ky. Acts chs. 11, 85, 95, 97, 98, 99, 123, and 181 instruct the Reviser of Statutes to correct statutory references to agencies and officers whose names have been changed in 2005 legislation confirming the reorganization of the executive branch. Such a correction has been made in this section.

KRS 211.590 Duties of BCTFBoard.

The BCTFBoard created by KRS 211.585 shall:

(1) Develop a written plan for the expenditure of trust funds made available under KRS 211.580. The initial plan shall be completed on or before October 1, 2005, and shall be updated on an annual basis on or before October 1 of each year thereafter. The plan shall, at a minimum, include the following:

(a) A summary of existing breast cancer education, awareness, treatment, and screening programs provided to residents of Kentucky by type of program and by geographic area;

(b) A needs assessment for the Commonwealth of Kentucky that identifies additional programs that are needed by program type and geographic area, with support for why the identified programs are needed; and

(c) A prioritized list of programs and research projects that the board will address with funding available through the competitive grant program established under subsection (2) of this section;

(2) Promulgate administrative regulations to establish a competitive grant program to provide funding to not-for-profit entities, educational institutions, and government agencies in Kentucky offering programs or services in the areas of breast cancer research, education, awareness, treatment, and screening.

(a) The grant program shall give preference to programs proposing to serve the medically underserved population.

(b) The grant program shall provide funding to projects and programs in accordance with the priorities established in the plan developed under subsection (1) of this section.

(c) The administrative regulations shall, at a minimum:

1. Establish an application process and requirements;

2. Set forth program and outcome measurement requirements;

3. Establish an application review and award process; and

4. Provide monitoring, oversight, and reporting requirements for funded programs;

(3) Promulgate administrative regulations necessary to carry out the provisions of KRS 211.580 to 211.590; and

(4) Provide to the Governor and the Legislative Research Commission an annual report by October 1 of each year. The report shall include:

(a) The plan developed under subsection (1) of this section for the expenditure of funds for the current and next fiscal year;

(b) A summary of the use and impact of prior year funds;

(c) A summary of the activities of the board during the prior fiscal year; and

(d) Any recommendations for future initiatives or action regarding breast cancer research, education, awareness, treatment, and screening.

Effective: June 20, 2005

History: Created 2005 Ky. Acts ch. 27, sec. 4, effective June 20, 2005.

APPENDIX B

Kentucky Administrative Regulations Related to the Breast Cancer BCTF Grant Program

920 KAR 3:010. Breast Cancer Research and Education Grant Program.

RELATES TO: KRS 141.446, 194A.095, 211.580, 211.585, 211.590(1), (4)

STATUTORY AUTHORITY: KRS 194A.050(1), 211.590(2), (3)

NECESSITY, FUNCTION, AND CONFORMITY: KRS 211.590(3) authorizes the BCTF Board to promulgate administrative regulations necessary to carry out the provisions of KRS 211.580 to 211.590. KRS 211.590(2) requires the BCTF Board to promulgate administrative regulations to establish a competitive grant program to provide funding to organizations offering programs or services in the areas of breast cancer research, education, awareness, treatment, and screening. This administrative regulation establishes the Breast Cancer Research and Education Grant Program.

Section 1. Definitions. (1) "Applicant" means a not-for-profit entity, educational institution, or government agency in Kentucky offering programs or services as described in KRS 211.590(2) and applying for a grant pursuant to this administrative regulation.

(2) "Board" means the BCTF Board created by KRS 211.585.

(3) "Funding" means a financial grant from the BCTF created by KRS 211.580.

Section 2. Application Process. (1) An applicant may apply or reapply each year for grant funding to support the applicant's program or service in the areas established by KRS 211.590(2).

(2) To apply for grant funding, an applicant shall mail to the board:

(a) A completed "Breast Cancer Research and Education Trust Fund, Application for Research and Education Grant Program" grant application form:

1. Postmarked on or before the date specified in the applicable grant notice; and
2. Addressed to the Cabinet for Health and Family Services, Department for Human Support Services, Division of Women's Physical and Mental Health, 275 East Main Street, Frankfort, Kentucky 40621; and

(b) A project description that includes the following information:

1. The need of the program or service;
2. The goals and objectives including how many people will be affected and in what geographic area;
3. The outcomes directly related to the changes or impact of the program or service;
4. An implementation plan describing how the objectives will be met;
5. A timeline for implementation of the proposed program or service;
6. Plans designed to measure the success of the program or service; and
7. Intent to provide semi-annual and year-end progress reports documenting satisfactory progress toward meeting the grant objectives; and

(c) The following financial information:

1. A detailed budget of requested funds; and
 2. A description of any other sources of funds for the program or service including in-kind participation.
- (3) A faxed or incomplete application shall not be considered for funding.

Section 3. Duties of the Board. (1) The board shall:

(a) Hold meetings and conduct board business pursuant to KRS 211.585(9);

(b) Advertise a grant on the Cabinet for Health and Family Services Web site including:

1. A postmark date for submission of an application; 2. The mailing address for the application as

specified in Section 2(2)(a)2 of this administrative regulation; and

3. An anticipated grant award date;

(c) Review and score applications based on the following criteria:

1. Relevancy to the mission of the Breast Cancer Research and Education Trust Fund;

2. Offer of a program or service in the areas of:

a. Research;

b. Education;

c. Awareness;

d. Treatment; or

e. Screening;

3. Proposal to serve the medically underserved population;

4. Proposal to address the prioritized list of programs and research projects the board has identified; and

5. Enhancement but not duplication of a program or service currently provided in the same geographic area;

(d) Give first preference to programs and priorities for grant awards according to the following priorities established by the board in accordance with KRS 211.590(2)(a) and (b):

1. Disparate populations;

2. Never and rarely screened; and

3. Translational research in clinical demonstration projects; and

(e) To the extent funds are available, award a Breast Cancer Research and Education Grant:

1. To a selected applicant; and

2. Notify the applicant of the award decision:

a. Within ninety (90) days after application deadline;

b. In writing; and

c. By certified mail.

(2) The board's decision for award selection shall be final.

(3) The successful applicant shall sign and return a grant agreement:

(a) To the board; and

(b) Postmarked within two (2) weeks of receipt.

(4) If a research grant is awarded, the grant shall be contingent upon a grant recipient's appropriate Institutional Review Board approval if applicable.

Section 4. Grant Objectives Reporting. (1) A grant recipient shall provide semi-annual and year-end progress reports to the board as specified in Section 2(2)(b)7.

(2) A grant recipient that is not making satisfactory progress toward meeting grant objectives, as determined by the board, shall be notified in writing that objectives are not being met. The grant recipient shall:

(a) Submit to the board within thirty (30) days of receiving the notice a corrective action plan addressing the objectives that are not being met; and

(b) Reimburse the board for grant funds received to date if the corrective action plan is not implemented.

Section 5. Incorporation by Reference. (1) "The Breast Cancer Research and Education Trust Fund, Application for Research and Education Grant Program", edition 12/06, is incorporated by reference.

(2) This material may be inspected, copied, or obtained, subject to applicable copyright law, at the Cabinet for Health and Family Services, 275 East Main Street, Frankfort, Kentucky 40621, Monday through Friday, 8 a.m. to 4:30 p.m. (33 Ky.R. 1479; Am. 1822; eff. 2-2-2007.)

APPENDIX C

1. National Cancer Institute (NCI). State Cancer Profiles. Accessed October 14, 2010, at : <http://statecancerprofiles.cancer.gov/cgi-bin/quickprofiles/profile.pl?00&055>
2. Kentucky Department for Public Health, Division of Administration and Financial Management, Breast Cancer Research and BCTF Statement of Revenue and Expenditure Report dated October 18, 2010.
3. Transportation Cabinet at: <http://transportation.ky.gov/> . Accessed November 9, 2010.